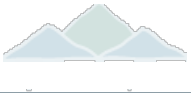




## eBiz Newsletter, April 2011



### What's New in Economic Development?



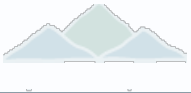
#### CALED Award of Excellence Winner!

The City of Fremont recently learned we will be the recipient of a California Association of Local Economic Development (CALED) Award of Excellence to acknowledge our innovative *Local Business Stimulus Package*. This award will be accepted at the upcoming annual CALED conference at the end of this month.

In response to the deepening recession in early 2009 the City of Fremont began creating a local level program to mitigate the negative impacts of the recession, promote economic activity and increase employment in our community. In March of 2009, Fremont City Council approved the *Local Business Stimulus Package*. These efforts were designed to reduce costs for businesses and developers, and to make it easier for businesses to expand their operations. Fremont was one of the first Californian cities to develop a local program of this nature. To learn more about any of these [programs](#), call the Office of Economic Development at (510) 284-4020 or by [email](#) and we will be happy to help.



### Business Resources



#### Entrepreneur Resources



The Startup America Partnership is an alliance of the country's most innovative entrepreneurs, corporations, foundations, and other private sector leaders working to dramatically increase the prevalence and success of high-growth enterprise in the U.S.

While not a grant making entity, the Startup America Partnership will identify and encourage private-sector partners (such as foundations, startup funders, CEOs, and others) to commit significant resources to help entrepreneurial companies start or grow - either by contributing funds to existing proven models or by developing new programs and efforts to help entrepreneurs. Visit the Startup America Partnership [website](#) to learn more.

**Department of Energy Launches 'America's Next Top Energy Innovator' Program - Increased Access and Reduced Cost for Patents**

America's National Laboratories - including Lawrence Livermore National Lab - hold a total of 15,000 patents. However, for startups and smaller businesses, it typically costs tens of thousands of dollars to license the technologies and hours of paperwork. As a result, only 10% of all federal patents have been licensed for commercialization. To address this issue, the Department of Energy (DOE) is launching [America's Next Top Energy Innovator](#) as part of the recently announced [Startup America](#) campaign.

Beginning May 2nd, startups can use a DOE-provided template for their business plan, and if approved, they need only pay \$1,000 to obtain licensing for a patent (normal costs range between \$10,000 to \$50,000) and negotiate other details (i.e. equity and royalties) on a case-by-case basis with the DOE. In addition, any licensing terms outside of the \$1,000 up-front fee can be paid once the startup achieves commercial success. The DOE also plans on revamping its licensing process for startups to include a standard set of terms, which means these patents should be processed more quickly.

Interested businesses can view available patents now at the DOE's [Energy Innovation Portal](#).

**Free Business Workshops**

The City of Fremont, in partnership with the Fremont Chamber of Commerce and the Alameda County Small Business Development Center (SBDC), is offering free business workshops.

**Marketing Strategies for Small Businesses**  
Thursday, April 28, 9:00 a.m. - 12:00 noon  
Fremont Main Library  
2400 Stevenson Blvd., Fremont

Learn how conventional media and online marketing can be used to increase sales, gain market shares, and build profits.

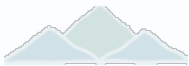
**Restaurant Strategies to Help You Survive and Grow**  
Thursday, May 19, 9:00 a.m. - 12:00 noon  
Fremont Main Library  
2400 Stevenson Blvd., Fremont

Learn best practices to create long-term growth and profitability in your dining establishment.

For detailed workshop descriptions or to register for a workshop, go to the Alameda County SBDC [website](#).



**Business Events in Fremont**



**Fremont Earth Day Event**

The City of Fremont is partnering with Washington Hospital to host a free Earth Day event.



Saturday, April 23, 11:00 a.m. - 3:00 p.m.  
Washington Hospital, Anderson Auditoriums, Washington West  
2500 Mowry Avenue, Fremont

A free lamp exchange program will be available. Bring a 300-watt halogen floor lamp with your PG&E bill to exchange for a new energy saving version for free! Quantities are limited.

Learn about recycling and waste reduction, local Household Hazardous Waste drop-off, local sustainability programs and much more!

For more information call the City's Environmental Services at (510) 494-4570 or visit their [website](#).

**Tri-City Business Marketplace**

The Fremont, Newark, and Union City Chambers have partnered to produce this incredible tradeshow.

Wednesday, May 4, 4:30 p.m. - 7:00 p.m.  
Hilton Hotel  
39900 Balentine Drive, Newark

Don't miss this prime opportunity to SHOW or SELL your products and services to business professionals and community members from three cities! There is no cost to attend the tradeshow. If you are interested in purchasing a booth or would like more information, please call the Fremont Chamber's KK Kaneshiro at (510) 795-2244 x-103 or send her an [email](#).

The City of Fremont Economic Development Department strives to help businesses grow in Fremont. Please contact us at (510) 284-4020 or by [email](#) if we can be of service to you.



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